

# Branding....

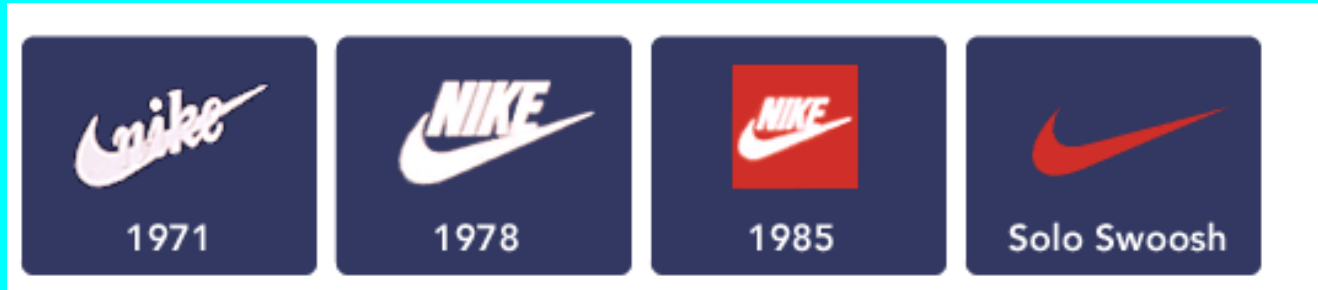
## What is a BRAND?

Name, term, design or symbol that identifies a business or organization and its' products



# BRAND MARK vs. Trade Mark

- **Brand Mark** – *The part of the brand that is a symbol or Design*



- **Trade Mark** – *Brand name, brand mark, trade name, trade character or combo that is given legal protection by the Fed. Gov.*



# Types of Brands

## Manufacturer's Brand

Producer Brands – Owned by manufacturers

...100% of all autos



## Private / Store Brand



*Dealer Brands* – Owned by wholesalers or retailers

## Generic Brand

**GENERIC BASEBALL CARDS**

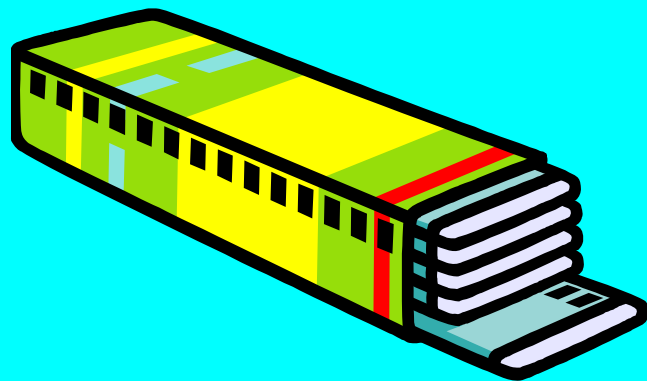
General Product Category – Generic brands come at a lower price because they are not promoted



# *Branding Strategies*

- Brand Extension
  - Improved or New product in the product line
- Brand Licensing
  - Legal authorization by a brand owner to allow another company to use its' brand for a fee.
    - McDonalds / Disney
- Mixed Brands
  - Offering a combo of manufacturer, private and generic brands
    - Michelin tires – Sears / Michelin
- Co-Branding
  - Combines one or more brands to increase customer loyalty and sales for each brand.
    - Eddie Bauer / Ford .....Starbucks / Barnes & Noble

The physical container or  
wrapping for a  
product.....**PACKAGE!**



# Functions of packaging

## Promoting and Selling the Product....

Colorful, artistic packages have promotional value

Can create NEW sales – (Pump Soap vs. Bar Soap)





### **Defining Product Identity...**

Invokes prestige, convenience, status. Can be a crucial part of the Marketing Strategy – Advertising (Domino's Pizza Box – “Oven Fresh”)



### **Providing Information...**

Directions, guarantees, nutritional value etc

### **Ensuring Safe Use...**

Plastic vs. glass containers.  
Blisterpacks – preformed plastic molds.  
Tamper-resistant packages

### **Protecting the product...**

Can protect a product from damage or spoilage



# Figuring Out Food Labels



## **LABELS –**

*Inform consumers about products contents and give direction for use. They protect businesses from legal problems involving their products.*

**Look up Labeling Laws.....**

## **Nutrition Facts**

Serving Size 2 crackers (14 g)

Servings Per Container About 21

Amount Per Serving

**Calories 60**    **Calories from Fat 15**

% Daily Value\*

**Total Fat 1.5g**                      **2%**

**Saturated Fat 0g**                      **0%**

**Trans Fat 0g**

**Cholesterol 0mg**                      **0%**

**Sodium 70mg**                      **3%**

**Total Carbohydrate 10g**                      **3%**

**Dietary Fiber Less than 1g**                      **3%**

**Sugars 0g**

**Protein 2g**

**Vitamin A 0%**                      • **Vitamin C 0%**

**Calcium 0%**                      • **Iron 2%**

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2400mg	2400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g